Paperight outlet user manual

Developed by the team at Paperight

Email team@paperight.com

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What is Paperight?

Paperight is a website that lets you print out books for customers legally and quickly. Not just books, but also magazines, manuals, comics, sheet music and other documents.

Your customers probably already ask you to photocopy books for them, which you can't really do, because it's illegal to copy without permission. Paperight gives you a legal way to print books. We have already got the publisher's permission on your behalf.

Our site is so fast and easy to use that it saves you time and money, and is more cost-effective for your customers than finding or copying traditional books.

Once you register on the Paperight website (which is free and quick to do), you can choose from a whole library of books to print, as your customers ask for them.

Some books are free for you to print out. For others, the publisher charges a small rights fee for each copy you print. When Paperight charges you a rights fee, you just add that to your customer's normal printing and binding charge.

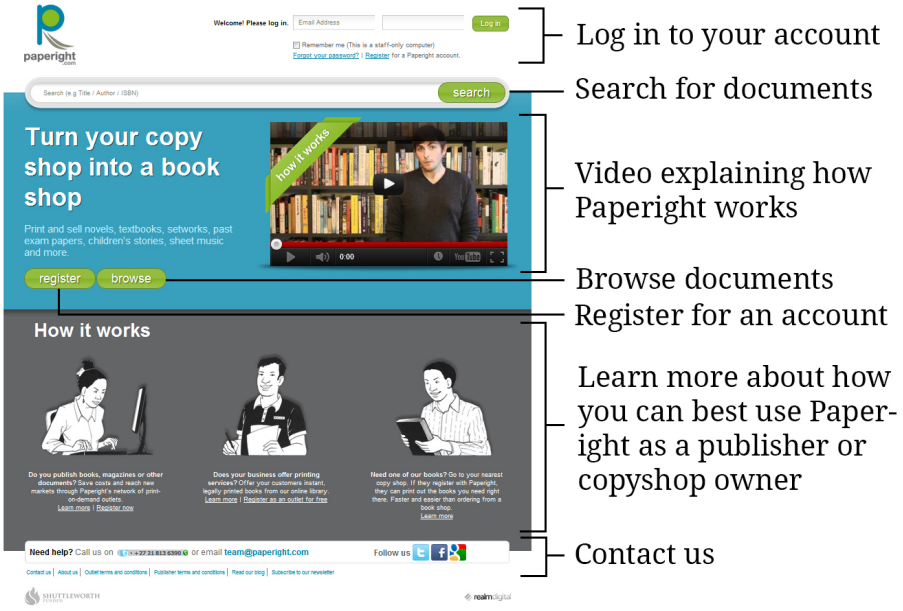
In order to pay these rights fees, you need to top up your Paperight account with credits – the same as a pre-paid cellphone.

When you're registered, we'll also help you market the service to your customers by sending you posters you can print out and display, and ideas for getting more customers into your store.

If you ever have questions, send us an email at team@paperight.com.

Introducing the website

The layout of the Paperight website allows you to browse for books, search for books, find out more about Paperight, and sign-up for – or log in to – your account.


Log in to your account
Search for documents
Video explaining how Paperight works
Browse documents
Register for an account
Learn more about how you can best use Paperight as a publisher or copyshop owner
Contact us
Welcome! Please log in.
Email Address
Log in
Remember me (This is a staff-only computer)
Forgot your password? | Register for a Paperight account.
Search (e.g Title / Author / ISBN)
search
Turn your copy shop into a book shop
Print and sell novels, textbooks, setworks, past exam papers, children's stories, sheet music and more.
how it works
register
browse
How it works
Do you publish books, magazines or other documents? Save costs and reach new markets through Paperight's network of print-on-demand outlets.
Learn more | Register now
Does your business offer printing services? Offer your customers instant, legally printed books from our online library.
Learn more | Register as an outlet for free
Need one of our books? Go to your nearest copy shop. If they register with Paperight, they can print out the books you need right there. Faster and easier than ordering from a book shop.
Learn more
Need help? Call us on or email team@paperight.com
Follow us
Contact us | About us | Outlet terms and conditions | Publisher terms and conditions | Read our blog | Subscribe to our newsletter

How to register and log in

The Paperight website is your main tool for selling print-outs of textbooks, novels, or matric past papers to your customers. We want you to be able to do this quickly and easily, so this guide shows you exactly how to get the best results in the shortest amount of time. We're going to take you through the entire process of using the site *as if* you were selling to a customer, so that you can see how the whole process works.

We'll start by covering the basics of how to sign up on the Paperight website. Then, we will move on to what books and other documents Paperight currently stocks, and how to search for them. Once you've found the item you want to sell, we'll show you how the checkout process works. The final step is printing out the document, which is really your area of expertise, but we'll provide some helpful tips on printing out the best quality document for your customer. Finally we'll show you how to get in touch with us if you are having any problems, and how to stay up to date with Paperight's new developments.

Registering

Do you want to be a Paperight outlet? The first thing you are going to need to do is register with Paperight. This section takes you through the registration process step by step.

Step 1: Go to Paperight.com.

paperight
.com
Welcome! Please log in.
Email Address
Log in
Remember me (This is a staff-only computer)
Forgot your password? | Register for a Paperight account.
Search (e.g Title / Author / ISBN)
search
Turn your copy shop into a book shop
Print and sell novels, textbooks, setworks, past exam papers, children's stories, sheet music and more.
register
browse
how it works
0:00
YouTube

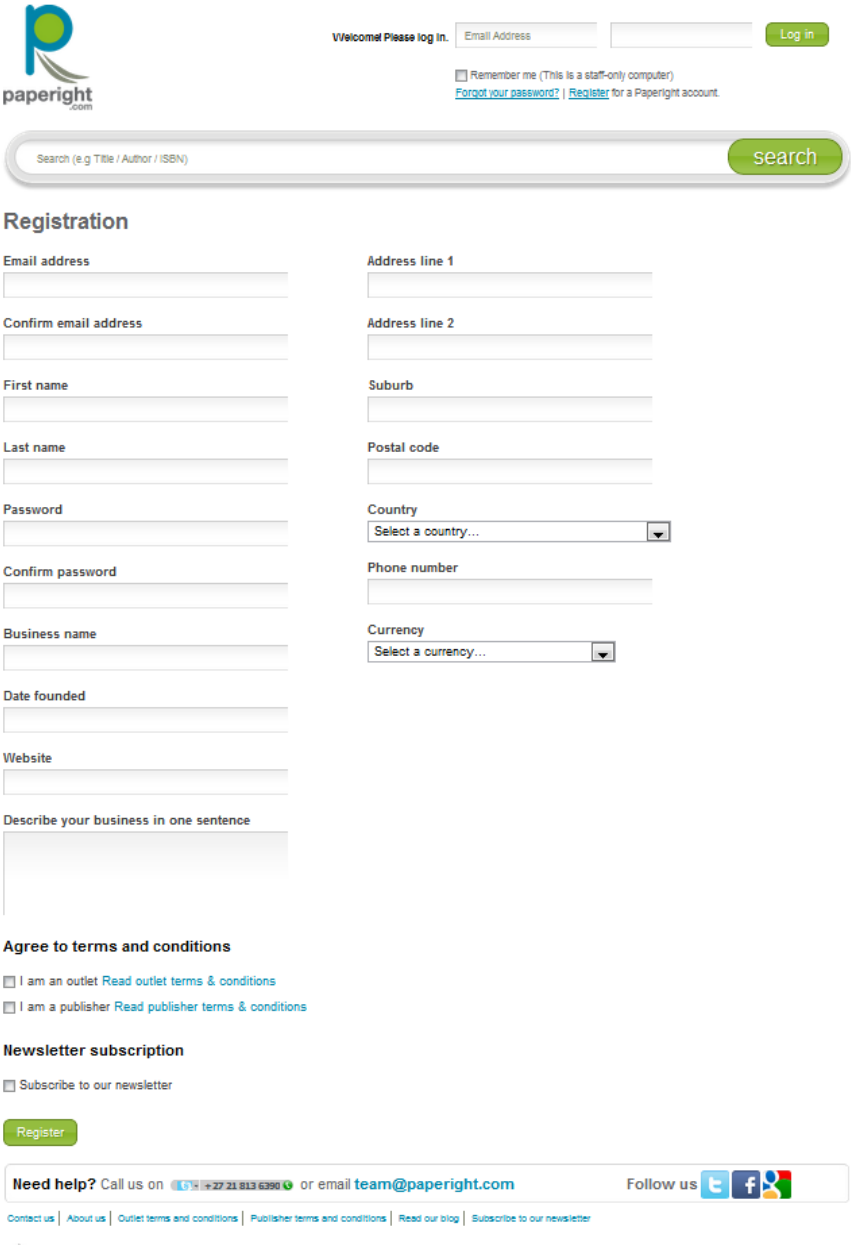
This is the first page of the Paperight website.

Step 2: Click on the button that says “Register”.

This link will take you to the registration page so that you can register as a Paperight outlet and begin printing books for your customers.

Step 3: Fill out the online registration form.

Below is the registration page, where you sign up to be a Paperight outlet. We need your details before you can print out any of our documents. This information helps us to know who you are, where you are, and how we can contact you. It also tells us where to send the documents that you order from us, and lets us stay in contact with you so that we can give you the best service possible.



Filling in this form is easy, just follow these guidelines:

Step 3a: Fill in, and then confirm, your e-mail address.

You can fill in your personal email address here if you want, but we recommend using an email address specific to your business or workplace, if you have one, as in future you will use this email address to log in to your Paperight account. You will have to fill it in twice to make sure that it's correct.

Step 3b: Fill in your first name, and then your last name.

This is so that we know who you are if we need to contact you.

Step 3c: Choose a password and then confirm it.

Choose a secure password for logging into your account, and then confirm it by repeating it in the next box.

Step 3d: Fill in your business's name, and the date your business was founded.

This should be the registered name of your business, as well as the day you founded your business, for our official records.

Step 3e: Fill in your business's website address.

If your business has a website, then fill it in here. We would love to visit it to learn more about you. And we'll include it when we list you as a Paperight outlet, so customers can find you.

Step 3f: Describe your business in one sentence.

We like to know what services you provide so that we can tell customers more about you when they are looking for a Paperight outlet.

Step 3g: Fill in your business' physical address.

This is so that we can tell customers in your area where to find you. In completing this step, you will need to provide your address, suburb, postal code, and select your country from the drop down list provided.

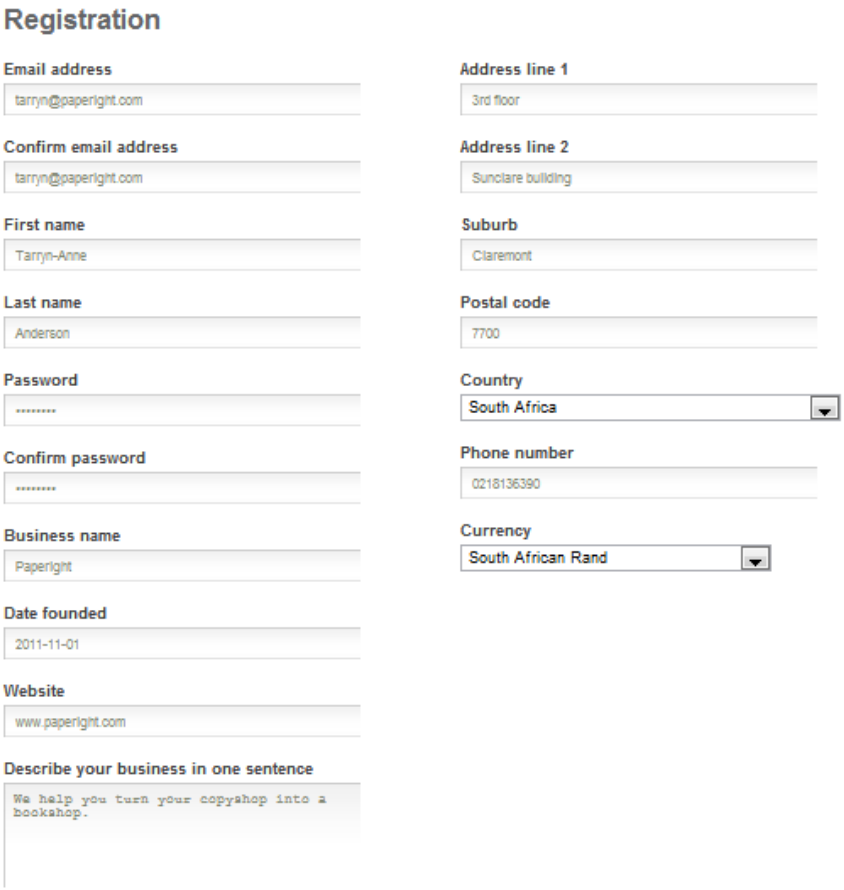
Step 3h: Fill in your phone number.

This should be your business phone number, and is the number we will call to respond to urgent queries, or to follow up on orders.

Step 3i: Select a currency.

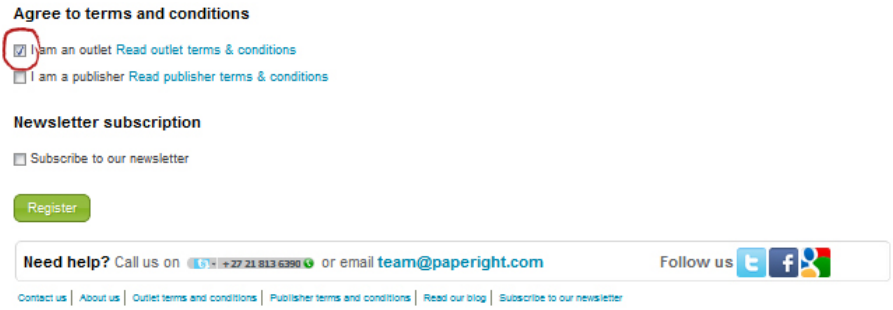
Using the dropdown menu, choose the currency that you will be using on Paperight.

Once you are complete, your final form will look similar to this:

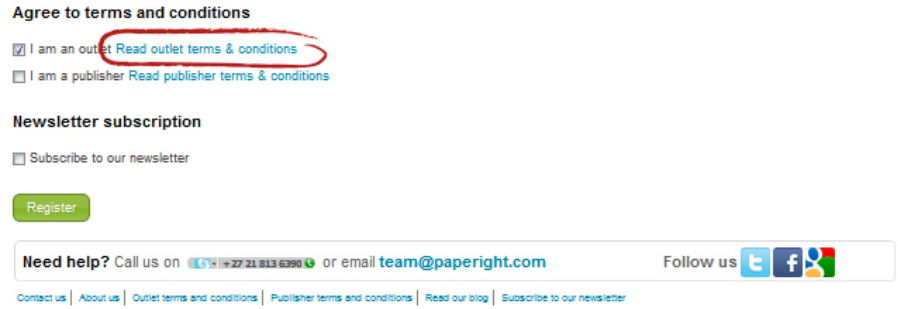


Step 4: Submit your form.

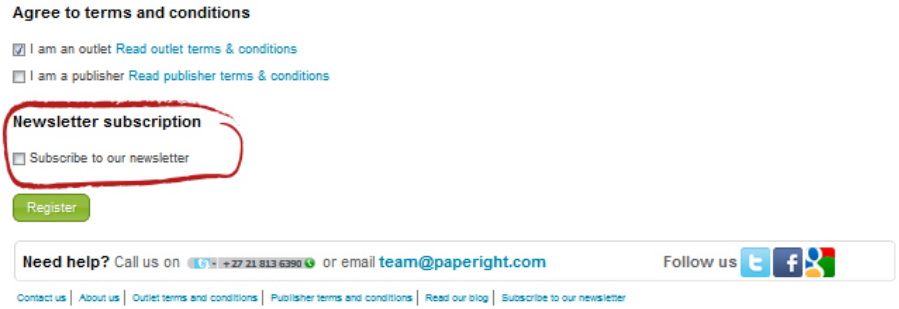
Before you can submit your form, you will have to agree to the Paperight terms and conditions. You do this by ticking the box for either outlets, or publishers (depending on which one you are).


Agree to terms and conditions
I am an outlet Read outlet terms & conditions
I am a publisher Read publisher terms & conditions
Newsletter subscription
Subscribe to our newsletter
Register
Need help? Call us on +27 21 813 6390 or email team@paperight.com
Follow us
Contact us | About us | Outlet terms and conditions | Publisher terms and conditions | Read our blog | Subscribe to our newsletter

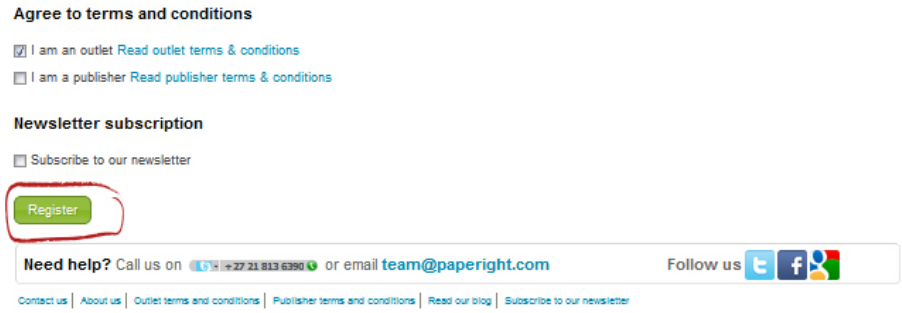
Ticking this box means that you have read the terms and conditions for being either a Paperight outlet or a publisher with Paperight. If you have not yet read these you can do so by clicking on the links as shown below.


Agree to terms and conditions
I am an outlet Read outlet terms & conditions
I am a publisher Read publisher terms & conditions
Newsletter subscription
Subscribe to our newsletter
Register
Need help? Call us on +27 21 813 6390 or email team@paperight.com
Follow us
Contact us | About us | Outlet terms and conditions | Publisher terms and conditions | Read our blog | Subscribe to our newsletter

If you want to stay informed about things that are happening at Paperight, and about new offers that we have available, then tick the box to sign up for our newsletter.

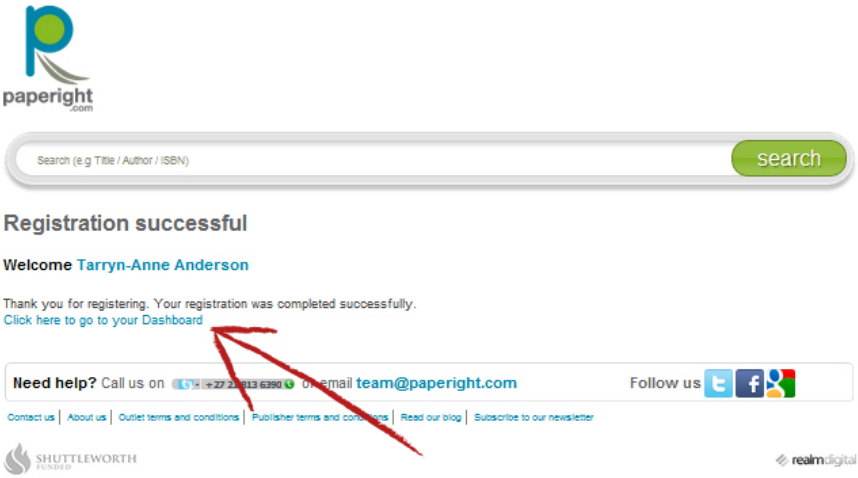

Agree to terms and conditions
I am an outlet Read outlet terms & conditions
I am a publisher Read publisher terms & conditions
Newsletter subscription
Subscribe to our newsletter
Register
Need help? Call us on +27 21 813 6390 or email team@paperight.com
Follow us
Contact us | About us | Outlet terms and conditions | Publisher terms and conditions | Read our blog | Subscribe to our newsletter

Complete the registration process by clicking the “Register” button, as shown below:


Agree to terms and conditions
I am an outlet Read outlet terms & conditions
I am a publisher Read publisher terms & conditions
Newsletter subscription
Subscribe to our newsletter
Register
Need help? Call us on +27 21 813 6390 or email team@paperight.com
Follow us
Contact us | About us | Outlet terms and conditions | Publisher terms and conditions | Read our blog | Subscribe to our newsletter

Step 5: Registration confirmation.

Once you’ve submitted your registration form you will see the following message telling you that your registration has been successful:


paperight
Search (e.g Title / Author / ISBN)
search
Registration successful
Welcome Tarryn-Anne Anderson
Thank you for registering. Your registration was completed successfully.
Click here to go to your Dashboard
Need help? Call us on
or email team@paperight.com
Follow us
Contact us | About us | Outlet terms and conditions | Publisher terms and conditions | Read our blog | Subscribe to our newsletter
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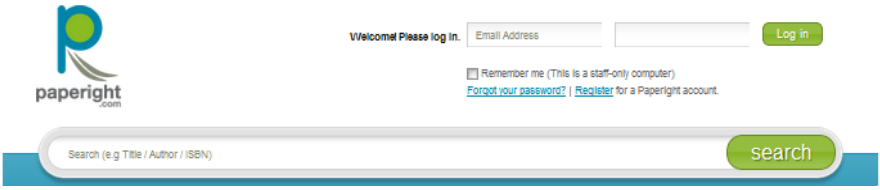
Click on the “Click here to go to your Dashboard” link, shown above, to begin using Paperight! Now that you’ve registered, you can use the site, but you still need to validate your account. “Validate” means we’re checking that we have your correct email address, and that you deliberately registered with us. An email containing a validation link will be sent to the email address that you registered with. Click on this link, or paste it into a web browser, to complete the validation process.

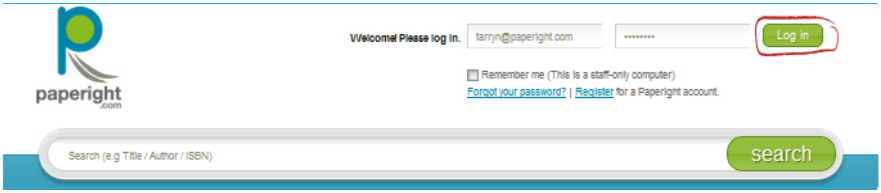
Logging In

After registering as a Paperight outlet, you will be able to order any of the books that we have on the website.

Step 1: Fill in your email address and password in the log in field.


paperight
Welcome! Please log in.
Email Address
Log in
Remember me (This is a staff-only computer)
Forgot your password? | Register for a Paperight account.
Search (e.g Title / Author / ISBN)
search

To order a book, you will have to log in using the email address and password that you registered with.

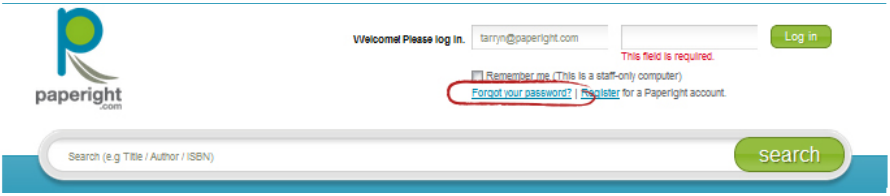

paperight
Welcome! Please log in.
tarryn@paperight.com
Log in
Remember me (This is a staff-only computer)
Forgot your password? | Register for a Paperight account.
Search (e.g Title / Author / ISBN)
search

When you log in, you can click the box that says “remember me”. This will tell the Paperight website to remember your details and fill them in for you next time you log in. Important: **Only tick this box if no one else uses your computer! Otherwise they may be able to access to your account.**

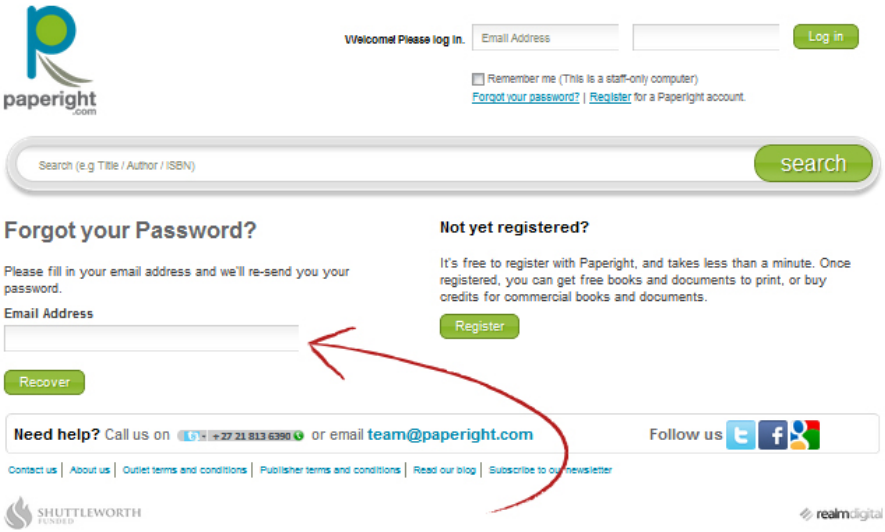
Forgotten passwords

Did you forget your password? It happens to everyone. This section shows you how to log in and change your password.

Step 1: Click on the “Forgot your password?” link underneath the log in box.


paperight
Welcome! Please log in.
tarryn@paperight.com
This field is required.
Log in
Remember me (This is a staff-only computer)
Forgot your password? | Register for a Paperight account.
Search (e.g Title / Author / ISBN)
search

Step 2: Type in your email address.


paperight
Welcome! Please log in.
Email Address
Log in
Remember me (This is a staff-only computer)
Forgot your password? | Register for a Paperight account.
Search (e.g Title / Author / ISBN)
search
Forgot your Password?
Please fill in your email address and we'll re-send you your password.
Email Address
Recover
Not yet registered?
It's free to register with Paperight, and takes less than a minute. Once registered, you can get free books and documents to print, or buy credits for commercial books and documents.
Register
Need help? Call us on +27 21 813 6390 or email team@paperight.com
Follow us
Contact us | About us | Outlet terms and conditions | Publisher terms and conditions | Read our blog | Subscribe to our newsletter
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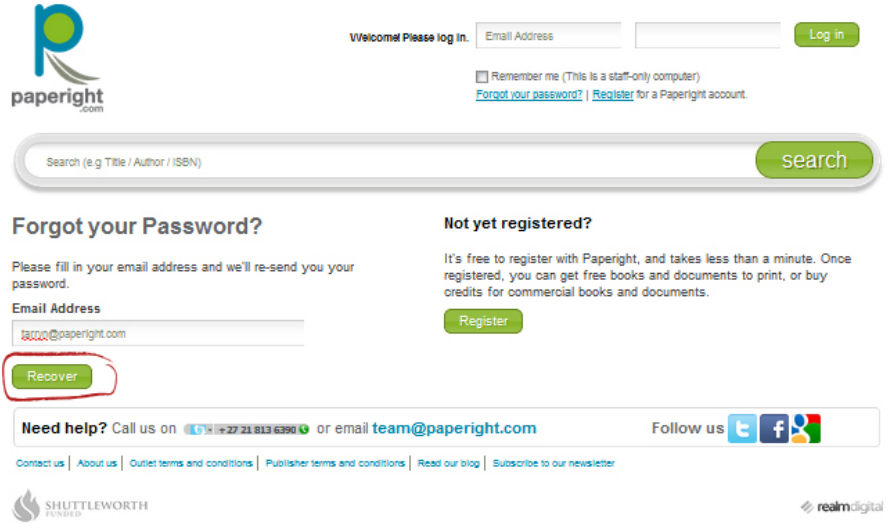
Step 3: Click on the "Recover" button.


paperight
Welcome! Please log in.
Email Address
Log in
Remember me (This is a staff-only computer)
Forgot your password? | Register for a Paperight account.
Search (e.g Title / Author / ISBN)
search
Forgot your Password?
Please fill in your email address and we'll re-send you your password.
Email Address
Recover
Not yet registered?
It's free to register with Paperight, and takes less than a minute. Once registered, you can get free books and documents to print, or buy credits for commercial books and documents.
Register
Need help? Call us on +27 21 813 6390 or email team@paperight.com
Follow us
Contact us | About us | Outlet terms and conditions | Publisher terms and conditions | Read our blog | Subscribe to our newsletter
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When you click this button an email will be sent to the email address that you registered with. This email contains a new password. You will have to use this to log in with. Then we'll show you how to change your

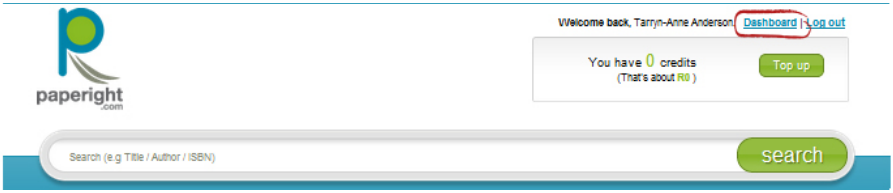
password to something only you know.

Tip:

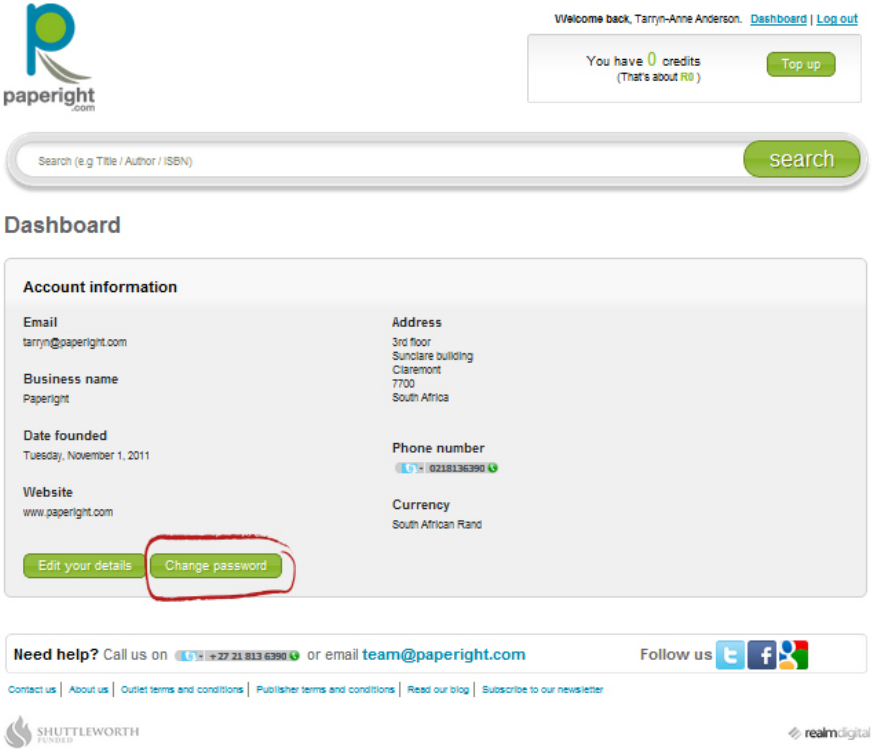
Some email clients mistakenly add spaces or other unwanted characters to your new password when you try to copy and paste them into the password field on the Paperight website. This means that, although you think you have copied in the correct password, you will receive a wrong password error. So, to save unwanted frustration, we suggest you type in your new password yourself instead of copy and pasting it.

Step 5: Choose a new password.

Once you have logged in with your temporary password, select the 'Dashboard' link, as shown below:



On your dashboard, you will see a button giving the option to "Change password". Click on this.

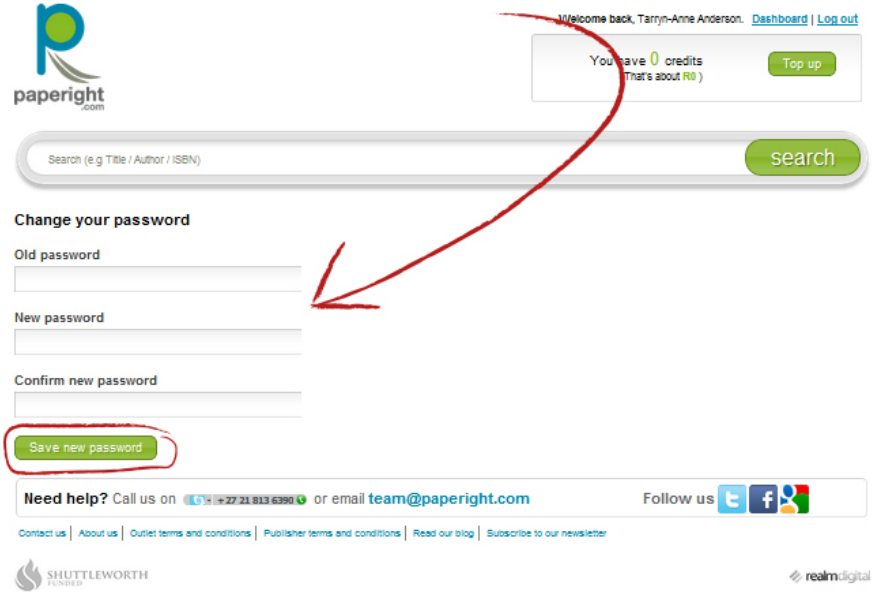


In order to change your password you will need to (1) type in the password that you received by email in the 'Old password' field, (2) type in the new password you have chosen, and (3) type your new password again to confirm it. Once you have chosen a new password, hit the "Save new password" button.

Tip

Never use easy words as a password. Include capital letters, numbers and special characters in a way that you remember, but others can't guess. One way is to think of a little story, like "My husband Joe eats 5 eggs a day!", and then use the first letter of each word as a password: "MhJe5ead!" Then, if only you know that story, only you

know that password, and you'll remember it easily.


paperight
.com
Welcome back, Tarryn-Anne Anderson. Dashboard | Log out
You have 0 credits
That's about R0)
Top up
Search (e.g Title / Author / ISBN)
search
Change your password
Old password
New password
Confirm new password
Save new password
Need help? Call us on +27 21 813 6390 or email team@paperight.com
Follow us
Contact us | About us | Outlet terms and conditions | Publisher terms and conditions | Read our blog | Subscribe to our newsletter
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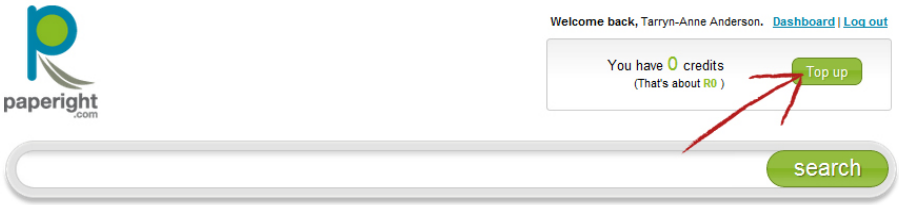
Once you clicked "Save new password", a small notification should appear at the top of your screen confirming that your password has been changed.

How to top up your account

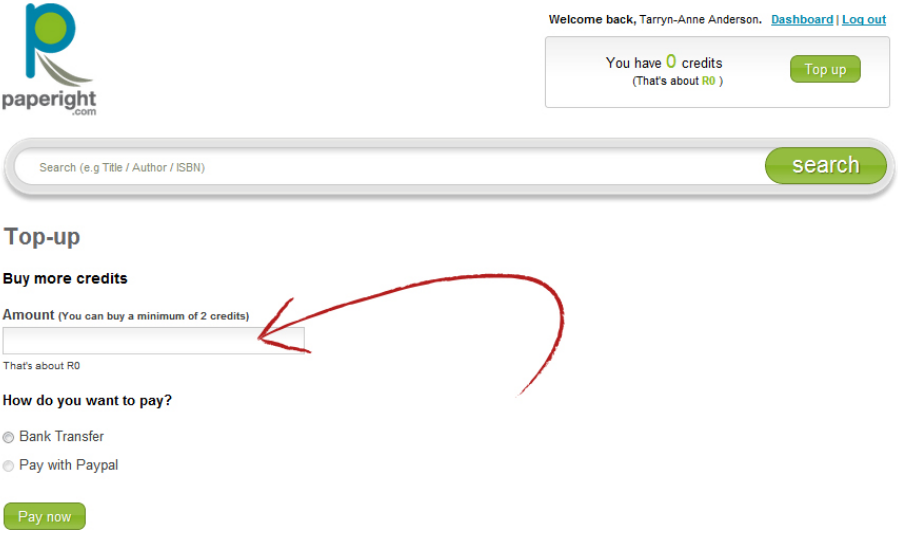
Paperight has a large selection of books that don't require any payment to order and print out. Some items, however, require customers to pay a licence fee to print them out. In order for you to offer these items to your customers, you have to have the necessary number of credits in your account to buy the licence to print them, a cost that you then pass onto the customer that orders the document.

If you are logged in on the Paperight website, you will see a widget at the top of the screen that contains your name, your credit balance and the approximate value of your credit balance in your local currency.

If you want to top-up your account, simply click the "Top up" button.



You will be taken to the Top Up page. Using it is very easy:



Simply put in the amount of credits you want to buy (the page will automatically show you the value of those credits in your local currency), then choose your payment option (either 'Bank Transfer' or 'Pay with Paypal'), and click the "Pay now" button.

Payment options

You have two methods of paying for Paperight credits:

Bank transfer: You can use your normal online or telephone banking to make a bank transfer to our South African bank account. If you have chosen to pay by bank transfer, when you click "Pay now", you will be redirected to a page on which you will find Paperight's banking details. Simply deposit the amount of money required to buy the amount of credits you ordered into the Paperight account, and your balance will be updated as soon as we receive your payment. (Note: if you are not in South Africa, the bank fees for a bank transfer to us may be very expensive.)
Pay with PayPal: If you have a credit or cheque card for your business, you can also use PayPal to pay for your credits. Simply select the "Pay with PayPal" option and you will be redirected to

the PayPal website, which will guide you through an automatic, step-by-step online payment process.

Tip

In order to streamline the process for your customers when they order a Paperight document that requires a licence fee payment, it is recommended that you always have a positive credit balance available. This is especially true if you pay for credits via bank transfer, as bank transfers could take a few days to process. (This, of course, depends on how quickly your bank processes payments.)

The publications on Paperight

Once you've signed up and logged in, you are ready to start selling documents and books to your customers. All you need to do now is put up a Paperight poster in your store so that people can see that books are available there. The poster may only show a small selection of the books that you can get on Paperight – there are many more books available on the Paperight website. In this section, we are going to tell you about the kinds of books that you can find on Paperight to sell to your customers. Then, we'll show you how to find those books each time you make a sale.

Paperight currently offers a wide variety of books and documents, which can be divided into six main genres. These are fiction, non-fiction, matric, textbooks, music, healthcare books, as well as legislation and official reports.

We have explained each of these genres below, to better understand the types of books you will find in them.

Fiction

The fiction genre is filled with stories. Some are set far in the past, while others are set in the future. There are romantic novels, mystery novels, and there are children's fairy tales. This is also where you will find English setwork books for school learners and for university students.

Non-fiction

The non-fiction genre is where you will find books that are more practical. This is where you'll look if you are trying to find a book to help you with your business strategy, or that will motivate you to be more successful. It is also where you will find history and philosophy books.

Matric

We have collected specific content especially for students who are in matric in South Africa and who will soon need to prepare for their matric exams. You can find a complete selection of exam packs, which contain past papers from the official National Senior Certificate exam that all matric students write each year, as well as textbooks and setwork books.

Textbooks

Paperight contains a wide range of textbooks for school and university students, but also has books for those who are no longer studying. There are also helpful resources for teachers to use in their lessons, as well as how-to books that anyone can use to learn something new. If you want to learn a new language, how to play chess or guitar, or how to draw, this is the place to look.

Music

Paperight also caters for the musically inclined. The site lists books on music theory, as well as sheet music to some of the most famous classical music pieces.

Healthcare Books

These books are aimed at healthcare professionals, like nurses, and deal with healthcare for mothers, babies, women, children and people living with TB and HIV.

Finding a publication

There are two ways to find a book on the Paperight website. The first is by browsing, and the second is by searching.

Browse

paperight
.com
Welcome! Please log in.
Email Address
Log in
Remember me (This is a staff-only computer)
Forgot your password? | Register for a Paperight account.
Search (e.g Title / Author / ISBN)
search
Turn your copy shop into a book shop
Print and sell novels, textbooks, setworks, past exam papers, children's stories, sheet music and more.
register
browse
how it works
0:00
YouTube

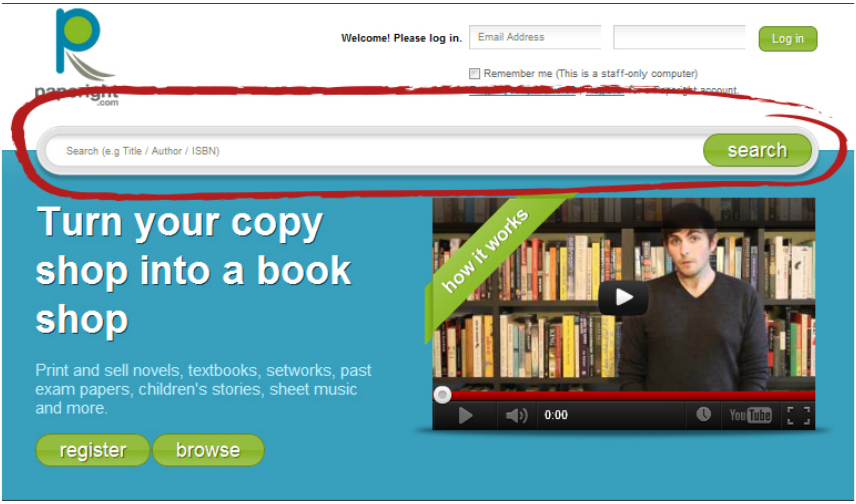
When you, or a customer is thinking about ordering a book from Paperight, but they are not sure exactly which book they want, you might want to use the browsing method to find a book. This method is also a great way to find out what books there are on Paperight.

In order to browse, simply click the “browse” button on the front page, and a list of all documents currently available on Paperight will appear.

Search

If your customer knows which book they want to buy, the search function is the fastest way to find it. The search bar is near the top of every page on the Paperight website. It is a very powerful way of finding books by their title or author, their genre or subject matter.

Step 1: Type the title, author name or a keyword into the search bar.


Welcome! Please log in.
Email Address
Log in
Remember me (This is a staff-only computer)
Search (e.g Title / Author / ISBN)
search
Turn your copy shop into a book shop
Print and sell novels, textbooks, setworks, past exam papers, children's stories, sheet music and more.
register
browse
how it works
0:00

If you wanted to search for *The Great Gatsby* by F. Scott Fitzgerald, then you would type "**the great gatsby**" into the search bar.

You can also type the author name "**f scott fitzgerald**" into the search bar to find *The Great Gatsby*, or other books by the same author.

If one of the books that you are searching for is on a Paperight catalogue poster, then you can also search for it by typing that book's short-code on the poster into the search bar, e.g: "**01M**".

Step 2: Next, click the "search" button, or push the enter key.

paperight
.com
Welcome! Please log in.
Email Address
Log in
Remember me (This is a staff-only computer)
Forgot your password? | Register for a Paperight account.
Search (e.g Title / Author / ISBN)
search
Turn your copy shop into a book shop
Print and sell novels, textbooks, setworks, past exam papers, children's stories, sheet music and more.
register
browse
how it works
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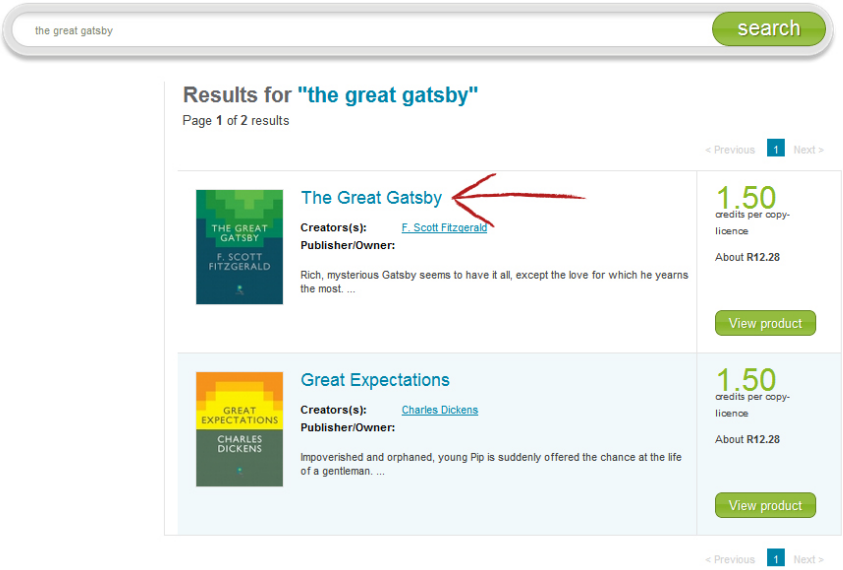
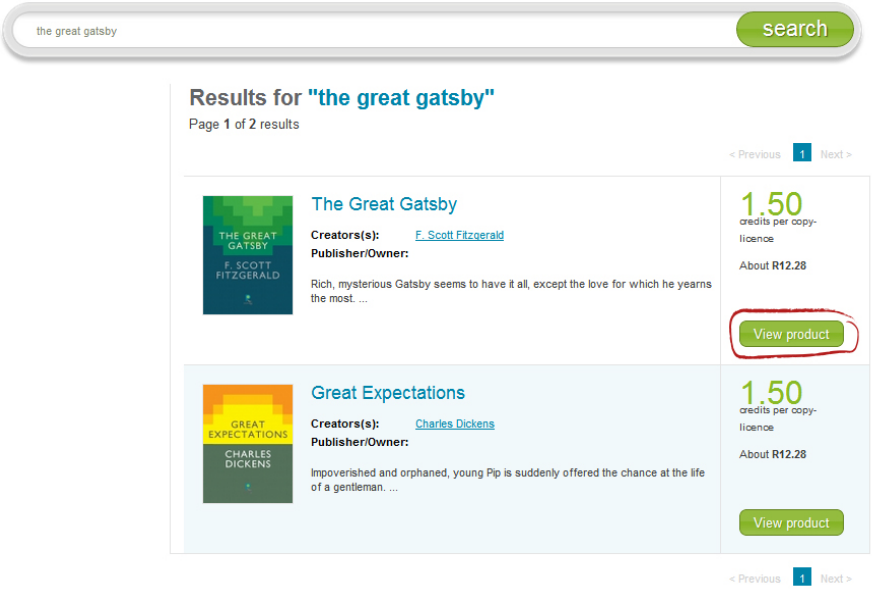
Step 3: Find the book you are looking for on the results page.

Once you have searched for a book, you will see a page that lists the results of your search. These are the results of the search for “the great gatsby”. As you can see *The Great Gatsby* is at the top of this list, and is followed by other books that have similar sounding titles.


the great gatsby
search
Results for "the great gatsby"
Page 1 of 2 results
< Previous 1 Next >
The Great Gatsby
Creators(s): F. Scott Fitzgerald
Publisher/Owner:
Rich, mysterious Gatsby seems to have it all, except the love for which he yearns the most. ...
1.50
credits per copy-licence
About R12.28
View product
Great Expectations
Creators(s): Charles Dickens
Publisher/Owner:
Impoverished and orphaned, young Pip is suddenly offered the chance at the life of a gentleman. ...
1.50
credits per copy-licence
About R12.28
View product
< Previous 1 Next >

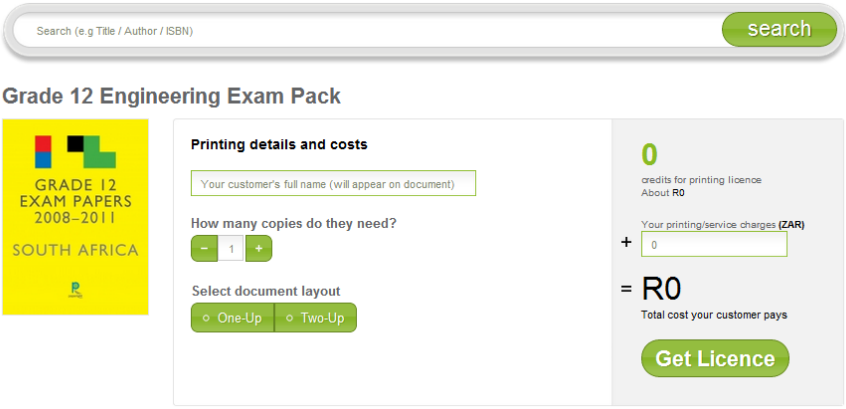
If you're not sure if one of the documents your result has retrieved is the one you want, simply click "view product" next to that item to find out more about it.


the great gatsby
search
Results for "the great gatsby"
Page 1 of 2 results
< Previous 1 Next >
THE GREAT GATSBY
F. SCOTT FITZGERALD
The Great Gatsby
Creators(s): F. Scott Fitzgerald
Publisher/Owner:
Rich, mysterious Gatsby seems to have it all, except the love for which he yearns the most. ...
1.50
credits per copy-licence
About R12.28
View product
GREAT EXPECTATIONS
CHARLES DICKENS
Great Expectations
Creators(s): Charles Dickens
Publisher/Owner:
Impoverished and orphaned, young Pip is suddenly offered the chance at the life of a gentleman. ...
1.50
credits per copy-licence
About R12.28
View product
< Previous 1 Next >

Buying a licence

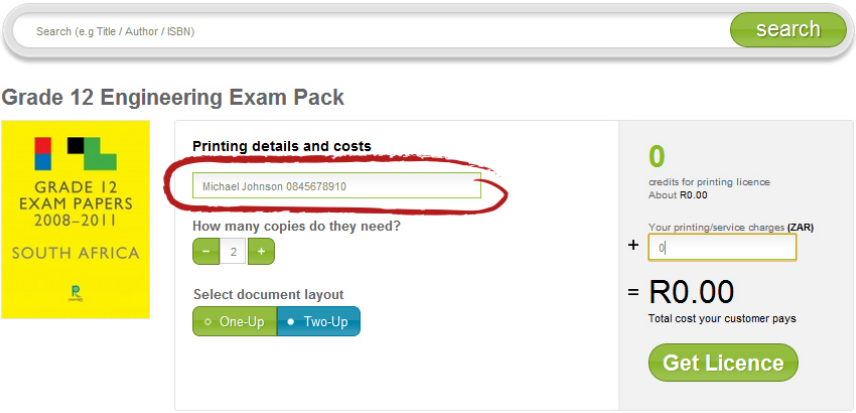
Once you have found the book that you want to print, you will need to buy a licence so that you can download the document and print it out.

Step 1: Select the book you wish to print out.



You can do this either by clicking on the “View product” button, or by clicking on the book’s title.

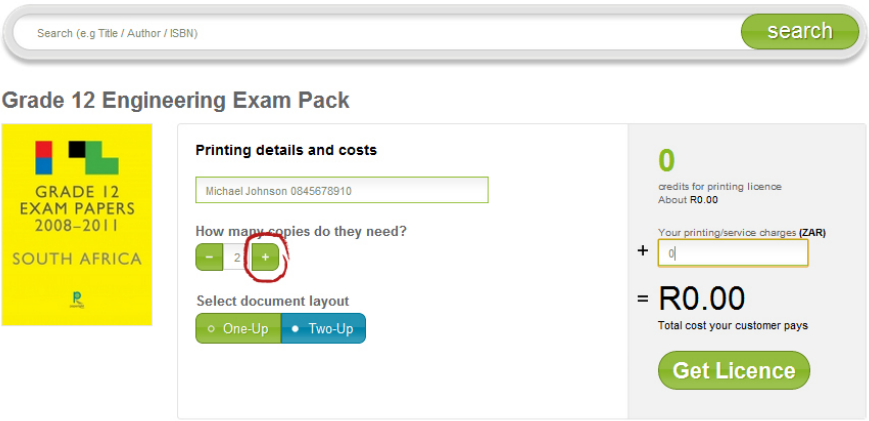
Step 2: Fill in your customer’s name and telephone number.



Paperight requires both your customer's full name and telephone number for a number of reasons. Firstly, we put this information on every page of the book that you will print out. This way your customer knows that this is their document, and how you can tell who exactly is ordering books from you. It also enables you to get in touch with your customer if your customer leaves your premises before you have delivered them their documents (e.g., because they have ordered a large amount of documents and it will take you a while to process and print them all.)

Lastly, this information can be very valuable for your own marketing strategies. *(See the section "How to use Paperight to grow your business" for more information.)*

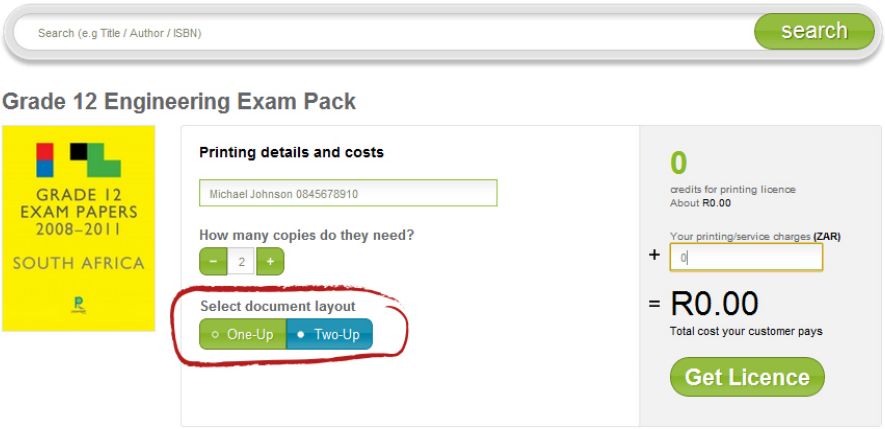
Step 3: Ask your customer how many copies they want.



By default, the product page will be set so that you will order only one copy of a product at a time. If your customer wants more than one copy of their chosen product, input the amount of copies that they would like in the "How many copies do they need?" box, either by typing it in, or by clicking the "+" and "–" arrows on either side of the box.

Please note: you pay one licence fee, if there is one, for every copy of a document that they order.

Step 4: Ask your customer if they want 1 page or 2 pages printed on each side of their sheets.



Many Paperight documents are only available as a print out on A4 with two pages printed on each side – this is called “Two-Up”. There are some documents that are available as one page per side of paper, or “One-Up”. Where this choice is given, One-Up will have a bigger font, but will take up more pages. You can ask your customer which they would prefer. Once the customer has chosen which they would prefer, click the corresponding button. The one you have selected will turn blue.

Tip

We recommend that you recommend to your customer that they choose the “Two-Up” option if it’s available, because this uses far less paper and greatly reduces the customer’s printing cost.

Step 5: Put in your printing and service charges.

Once you have selected “One-Up” or “Two-Up”, you must input the amount of money that you are going to charge your customer for printing the document they have chosen, including any binding, colour printing and any other service fees (for example, bandwidth costs). Once you have worked out your total printing and service charges, put it into the “Your printing/services charges” box. Your charges, plus any licence fee costs, will be automatically added together in your chosen currency; this is the amount your customer must pay you for the finished document.

Tip

An easy way to figure out how many pages a document will print out onto is to take the amount under “Number of pages” on the product page and divide it by 2 for One-Up printing, or by 4 for Two-Up printing. For example, a product that has 96 pages will print out onto 48 A4 pages when printed One-Up, and 24 pages when printed Two-Up.

Step 6: Click on the “Buy now” button.

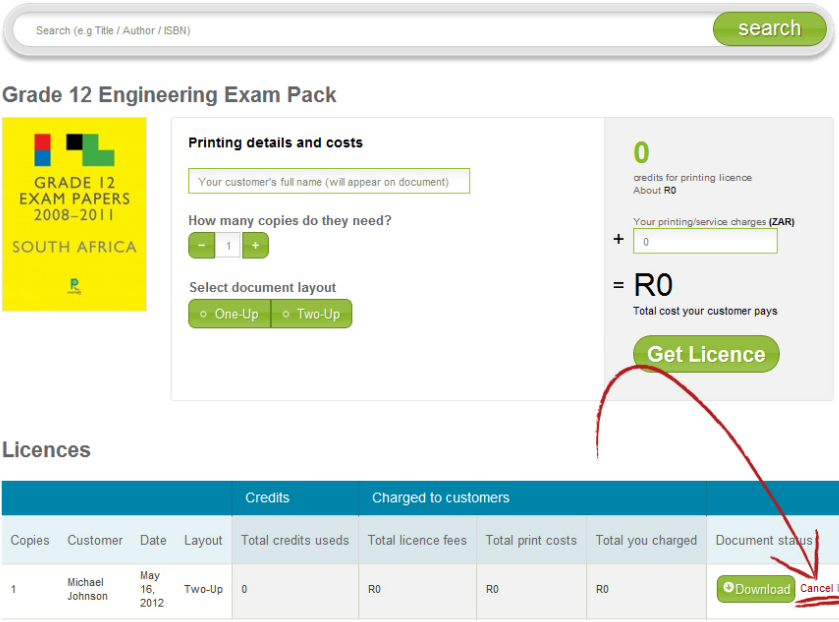
Once your customer is happy with their selection of product, the name and phone number to be printed on the document, whether it is to be One-Up or Two-Up, and the price you’re charging them for printing the document, click on the “Buy now” button to finalise their order.

If the purchase was successful, a dialog box will pop up and tell you so. When you click ‘Ok’, the document will then be automatically prepared for your customer.

Step 7: Have your customer pay for the product.

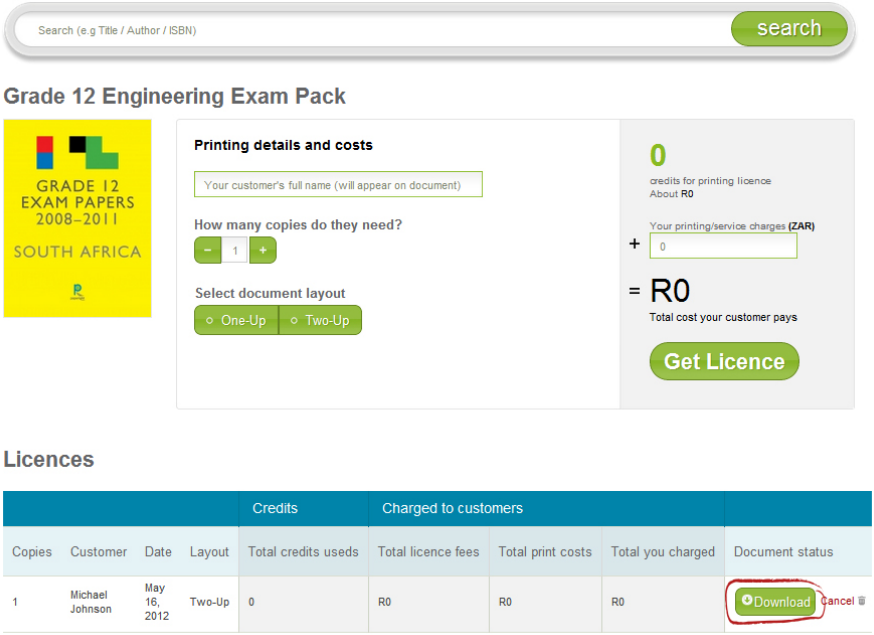
It is recommended that you ask your customer to pay for the document before you download it to your computer, either by cash, card, or whatever other means you prefer. A document cannot be cancelled or refunded after you have downloaded the prepared document, so having the customer pay for it now guarantees against them ordering a product and not paying for it later once it's printed.

Cancelling a licence



If for any reason your customer does not want the document they ordered, or if they change their mind about any of the details about it, you can still cancel the licence at any time between clicking the "Get Licence" button and downloading the document. To cancel the licence simply click the cancel button next to the download button for that order, **before you have downloaded the document**.

Step 8: Download the document.



Once the document had been prepared for your customer, a “Download” button will appear next to the ordered document under “Licences”. To download the document, simply click the “Download” button to open it or save it to your computer. Once it is finished downloading, the document is ready to print!

Please note: You are allowed to click the “Download” button, and therefore download the prepared document, only once.

Printing a Paperight PDF

Once you have paid for the license, you will be able to download a printable PDF of the book you want to print. Below are some guidelines for printing Paperight PDFs so that you can give your customer the best quality at the most affordable price.

We recommend that you print your Paperight PDF in black and white.

Some Paperight PDFs may have colour covers or colour images and diagrams. Printing these in colour can become very expensive for your customer – you don't want this! To make sure that you are offering your customer the best service, always check if they want you to print in colour, but recommend that printing in black and white reduces the cost.

We recommend that you print your Paperight PDF on double-sided sheets.

Paperight documents can be very long. It is best to print the document out on double-sided sheets, so that you save paper.

If you have one, use a secondary printer to print Paperight PDFs.

Paperight PDFs can be big files. Because of this, your printer might take a long time to prepare before it begins to print the document. This could mean a delay for other customers. In order to reduce the interruption of your printing services to the rest of your customers, it is recommended that you use a secondary printer, and not your main printer, to print Paperight PDFs.

If you only have one printer, try to time your printing of big files so that printing a large Paperight PDF won't interrupt your services to your other customers.

Tip

Your best indicator of whether or not a Paperight document might take longer for your printer to prepare than normal is the PDF's file size, *not* the number of pages it has. The bigger the file size, the longer it will take to print.

If you are able to bind the document, offer this to your customers.

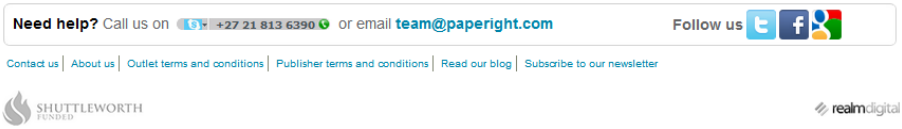
Binding the Paperight printout will make it easier for your customer to use. If you have a binding machine, offer this to your customers – but remember to tell them that it costs extra.

Please note:

Once you have completed printing your customer's documents, we recommend that you **delete the Paperight PDF from your computer.** Should electronic copies of Paperight documents be shared in an unauthorised manner, it would hurt your business as well as ours. Further, as each of the Paperight documents you print out has your customer's information on it, it is in both your and your customer's best interests to make sure that that information is not shared. *See Paperight terms and conditions for more information.*

Contacting Paperight

If something goes wrong, if you need urgent assistance, or if you want to buy a book that we do not yet have, there are four ways you can contact us. All of these can be found on the contact bar at the bottom of each page.


Need help? Call us on +27 21 813 6390 or email team@paperight.com
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Contact us | About us | Outlet terms and conditions | Publisher terms and conditions | Read our blog | Subscribe to our newsletter
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You can choose the easiest method and we will do our best to respond as soon as we can:

Skype

If you use Skype, you can call us or chat to us instantly. Our Skype name is ‘paperight’.

Email

You can email us at team@paperight.com if you have any questions.

Facebook

Our Facebook page is at facebook.com/paperight. You can send us an inbox message, or post on our Facebook wall.

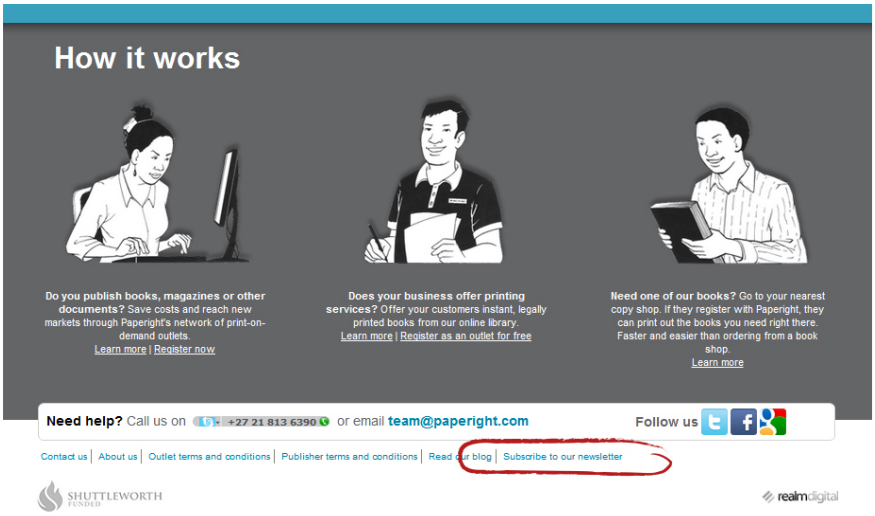
Twitter

You can tweet to Paperight at @paperight on Twitter, and one of our team members will reply to you.

Learn more about Paperight

Paperight is always adding new features (and new books!). To keep up to date with what we are doing to serve you better, you can subscribe to our mailing list or follow us on Twitter, Facebook and Google+.

Mailing list


How it works
Do you publish books, magazines or other documents? Save costs and reach new markets through Paperight's network of print-on-demand outlets.
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Does your business offer printing services? Offer your customers instant, legally printed books from our online library.
Learn more | Register as an outlet for free
Need one of our books? Go to your nearest copy shop. If they register with Paperight, they can print out the books you need right there. Faster and easier than ordering from a book shop.
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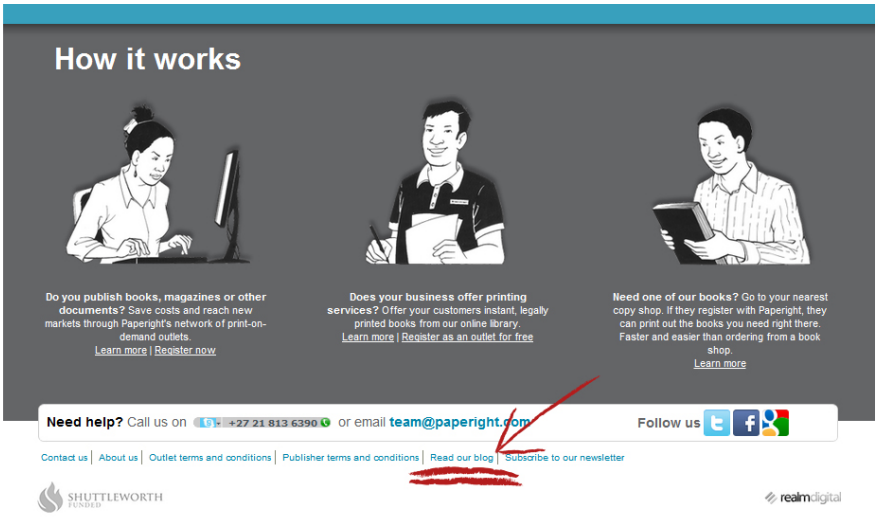
You can join our mailing list by clicking on the “Subscribe to our newsletter” link on the Paperight website front page. This will let us send you email updates about Paperight.

The Paperight blog


How it works
Do you publish books, magazines or other documents? Save costs and reach new markets through Paperight's network of print-on-demand outlets.
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Does your business offer printing services? Offer your customers instant, legally printed books from our online library.
Learn more | Register as an outlet for free
Need one of our books? Go to your nearest copy shop. If they register with Paperight, they can print out the books you need right there. Faster and easier than ordering from a book shop.
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Contact us | About us | Outlet terms and conditions | Publisher terms and conditions | Read our blog | Subscribe to our newsletter
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You can visit the Paperight Blog by clicking on the link on the Paperight website front page, or by going to http://blog.paperight.com. This is where we talk about what is happening behind the scenes at Paperight, and also where we write about new and exciting content available through Paperight. We also link to these posts on our Facebook and Twitter accounts.

Facebook

We would love if you came to find us on Facebook at www.facebook.com/paperight.

Twitter

You can also find us on Twitter as @paperight.

How to use Paperight to grow your business

Depending on your business, you might be using Paperight as only one part of your day-to-day operations. You might, for example, also be running an internet cafe, commercial printing services or a library. As such, you might use Paperight to bring more customers into your copy shop, or to make it easier for learners at your training college to find books that they need to study.

No matter what the reason you offer Paperight to your customers, it can become a central part of the way you run your business. Paperight can help you to know your customers better, to serve them better, and to grow your business in new and exciting ways.

In addition to attracting new customers, Paperight can also be used to better tailor your business's services to your customers' needs, to improve the way you advertise and to improve your customer service.

Advertising your Paperight service

Paperight offers a wide range of books and documents that will appeal to almost any kind of customer you can think of. But your customers have to know which books Paperight offers in order for them to want to use your business to buy Paperight books.

You can tell your customers about the kinds of books they can buy in three ways:

1. You can put a Paperight poster up in the window or on the wall of your store, so that your customers can see the books that Paperight offers, or so that they can learn about any special offers or promotions from Paperight.
2. You can tell customers about certain books yourself. For example, if you see a matric student using your internet services for their schoolwork, you can tell them that they can also buy matric past papers from you through Paperight.
3. You can invite customers to browse the Paperight website at your internet café so that they can explore our library of books for themselves.

Starting a customer database

Imagine that you personally know all of the people that visit your business and use your services. Imagine you know what services they use most. Imagine you know what services they need most.

There are a lot of things you could do if you knew these things. You could use this knowledge to sell them other services. You could invest more money in the parts of your business that your customers need most, and cut out the parts of your business that people don't need. You could find opportunities to expand your business.

Knowing your customers is very important, but it can be difficult to keep track of so many people and their needs and transactions. Luckily, Paperight has built-in features that can help you start a customer database and help you get to know your customers.

Every customer who buys a copy-licence from Paperight through your business has to have their name and telephone number taken down and put into our system. Using that information, we customise the documents they buy, putting their name on every page of every Paperight document they print with you. We do this so that we are able to track the documents that each one of your customers buy, so that we can address their needs better in the future.

This information isn't just for us, though. As part of that process, we automatically create a database on our website of every one of your customers and the licences they buy from Paperight through your business.

Although Paperight only requires that you take down the full name and telephone number of each customer that buys something from Paperight through you, you might also want to take down your customer's address, their e-mail address and any other information you think is important. As more of your customers use Paperight, you can use this information to build up a database of all of your customers, their details, their purchases, and what services of yours they use the most.

This information is very valuable, and allows you to do a lot of important things:

1. You can **advertise your Paperight-based services better**. Imagine that a lot of your customers are matric students and are using Paperight to buy past matric exam papers. You might want to tell those customers about high school and university textbooks also available on Paperight, and bring them into your store to print them.
2. You can **advertise your own services better**. Imagine that you find out that a lot of customers are printing out books for school or university. If you know their contact details, you can send those customers advertisements, through e-mail or SMS, advertising your services to help them print out and laminate their important projects or assignments, or advertising your internet café to help them research their work.
3. You can **find out which parts of your business are the most important** to your customers. If you find, for example, that your customers are using your printing services a lot, but not your laminating services, you might want to focus more on investing in printing and not laminating in the future. As such, you can suit your business towards your customers' needs, and can save time and money by cutting out what they don't need or don't use that often.
4. You can **find out which customers are the most important** to your business. Regular customers are your most important customers, as they are the people most likely to tell their friends, family and colleagues about your services. Starting a customer database allows you to identify your most valuable customers more quickly and lets you give them better customer service, special benefits and other deals to keep them happy.
5. You can **get more feedback about your business** directly from your customers. Imagine that you are able to call your customers directly to find out what they like and don't like about your business. If you have their contact details, you can do that and make your business more suited to your customers' needs.
6. You can **identify potential openings for new business ventures**. If you find, for example, that a lot of your customers are travelling from far away to get to your business, you might want to consider opening up a new branch of your business closer to your customers.

These are just a few of the things you can do with Paperight's built-in customer database. Knowing your customers better helps you to serve them better, and helps you advertise your business better.